

1. A method for the mass customization of digital television broadcasts comprising:

transmitting a digital television broadcast comprising a plurality of sub-streams;

transmitting, via said sub-streams, a plurality of television commercials in the form of dormant software applications, wherein said dormant applications are tagged with content keywords indicative of the content of said commercials; and

transmitting, via said sub-streams, a generic time-stamped trigger to a dispatching application that selects, based on said content keywords, which dormant application to trigger, said dispatching application thereafter converting the generic trigger into a chosen-ad trigger targeted at the selected dormant application, said selected dormant application thereafter executing for display on a client-side display at the time indicated by said generic time stamp.

2. The method of claim 1 wherein said dispatching application selects which dormant application to trigger by comparing, at the client end, said content keywords with viewer keywords.

3. The method of claim 2 wherein said viewer keywords comprise viewer-entered preferences.

1. A method for the mass customization of digital television broadcasts comprising:

transmitting a digital television broadcast comprising a plurality of sub-streams;

5 transmitting, via said sub-streams, a plurality of television commercials in the form of dormant software applications, wherein said dormant applications are tagged with content keywords indicative of the content of said commercials; and

10 transmitting, via said sub-streams, a generic time-stamped trigger to a dispatching application that selects, based on said content keywords, which dormant application to trigger, said dispatching application thereafter converting the generic trigger into a chosen-ad trigger targeted at the selected dormant application, said selected dormant application thereafter executing for display on a client-side display at
15 the time indicated by said generic time stamp.

2. The method of claim 1 wherein said dispatching application selects which dormant application to trigger by comparing, at the client end, said content keywords with viewer keywords.

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3. The method of claim 2 wherein said viewer keywords comprise viewer-entered preferences.

4. The method of claim 3 wherein said viewer keywords are transmitted through a return channel back to the broadcaster.

5. The method of claim 2 wherein said viewer keywords comprise a viewer profile.

6. The method of claim 2 wherein said comparing is based on determining a best match score.

7. The method of claim 2 wherein said comparing is based on determining a match score and whether said match score meets a threshold value.

8. The method of claim 6 wherein said sub-streams are transmitted in a format that does not need an upstream channel to indicate which of said sub-streams to display.

9. The method of claim 1 wherein certain of said sub-streams are designated to carry advertising content of one category.

10. The method of claim 1 wherein said sub-streams each carry any category of advertising content.

11. The method of claim 1 wherein said display is an HDTV.

12. The method of claim 1 wherein said display is a picture-in-picture display.

13. The method of claim 1 wherein said digital television broadcast is broadcast by an Internet provider.

14. The method of claim 1 wherein said sub-streams conform to DASE standards.

15. A method comprising:

transmitting a DASE digital television broadcast comprising a plurality of sub-streams;

transmitting, via said sub-streams, a plurality of television commercials in the form of ad-applications, wherein said ad-applications are tagged with content keywords indicative of the content of said commercials;

transmitting, via said sub-streams, a dispatching application that performs a matching algorithm comprising:

comparing said content keywords with viewer-entered keywords;

deriving a match score from said comparing of said keywords;

selecting, based on the best value of said match score, an ad-application;

transmitting, via said sub-streams, a generic time-stamped trigger to said dispatching application, said dispatching application performing said matching algorithm upon receipt of said trigger, said dispatching application thereafter converting the generic trigger into a chosen-ad trigger targeted at the selected ad-application, said selected ad-application thereafter executing for display on a client-side display at the time indicated by said generic time stamp.

16. A method comprising:

receiving a plurality of DASE sub-streams;

receiving, via said sub-streams, a plurality of television commercials in the
form of ad-applications, wherein said ad-applications are tagged with
content keywords indicative of the content of said commercials;

loading a dispatching application, said dispatching application being capable
of performing a matching algorithm comprising:

comparing said content keywords with viewer keywords;

deriving a match score from said comparing of keywords;

selecting, based on the best value of said match score, an ad-
application;

receiving, via said sub-streams, a generic time-stamped trigger;

routing said generic time-stamped trigger to said dispatching application, said
dispatching application performing said matching algorithm upon
receipt of said trigger, said dispatching application thereafter
converting the generic trigger into a chosen-ad trigger targeted at the
selected ad-application, said selected ad-application thereafter
executing for display on a client-side display at the time indicated by
said generic time stamp.

17. The method of claim 16 wherein said viewer keywords comprise viewer-entered preferences.

18. The method of claim 16 wherein said viewer keywords comprise a viewer profile.

19. The method of claim 16 wherein each of said sub-streams carries advertising content and is designated to carry one category of advertising content.

20. The method of claim 16 wherein said dispatching application is received via said sub-streams.

21. The method of claim 16 wherein said dispatching application comes pre-loaded on a set-top box.

22. A method comprising:

entering keywords into a broadcast rendering device coupled to a display; and
viewing a customized digital television commercial broadcast on said display

wherein said customized commercial broadcast comprises a combined
stream of executing ad-applications, said ad-applications executing
upon the receipt of a plurality of triggers broadcasted by a content
provider, said triggers being routed to said ad-applications by a
dispatching application that performs an algorithm to determine which
ad-applications to route said triggers to.

23. The method of claim 22 wherein said customized broadcast is compatible with
DASE standards.

24. The method of claim 22 wherein said algorithm is a keyword matching
algorithm.

25. A system comprising:
a plurality of digital television broadcast sub-streams;
a plurality of commercials designed to be broadcasted, via said sub-streams, in
the form of dormant software applications;
5 a plurality of content keywords indicative of the commercial content of said
dormant software applications;
a plurality of viewer keywords representing an individual viewer's interests;
a plurality of triggers designed to activate said dormant applications;
a broadcast rendering device for receiving said broadcast sub-streams and said
10 viewer keywords;
a dispatching application for receiving said triggers and for thereafter
performing a comparison between said content keywords and said
viewer keywords and, based upon a match score that said dispatching
application determines from said comparison, selecting one of said
15 dormant software applications for execution and presentation within a
combined stream; and
a display coupled to said broadcast rendering device for displaying said
combined stream.

20 26. The system of claim 25 wherein said dispatching application is located within
the broadcast rendering device.

27. The system of claim 25 wherein said viewer keywords comprise viewer-entered preferences.

28. The system of claim 25 wherein said viewer keywords comprise a viewer profile.

29. The system of claim 25 wherein said viewer keywords are transmitted through a return channel back to the broadcaster.

30. The system of claim 25 wherein said selecting is based on determining a best match score.

31. The system of claim 25 wherein said selecting is based on determining a match score and whether said match score meets a threshold value.

32. The system of claim 25 wherein said sub-streams are transmitted in a format that does not need an upstream channel to indicate which of said sub-streams to display.

33. The system of claim 25 wherein certain of said sub-streams are designated to carry advertising content of one category.

34. The system of claim 25 wherein said sub-streams each carry any category of advertising content.

35. The system of claim 25 wherein said display is an HDTV.

36. The system of claim 25 wherein said display is a picture-in-picture display.

37. The system of claim 25 wherein said digital television broadcast sub-streams are broadcast by an Internet provider.

38. The system of claim 25 wherein said sub-streams conform to DASE standards.

39. The system of claim 25 wherein said broadcast rendering device is a set-top box.

40. The system of claim 25 further comprising a hierarchical video stream merging apparatus whereby said combined stream comprises multiple sub-streams each customized to contain local advertising content.

41. The system of claim 25 wherein the total number of possible variations of said combined stream grows exponentially with the number of dormant software applications and the number of individual sub-streams.

42. A system enabling the mass customization of a DTV broadcast without sending viewer information back to the server, said system comprising:

a plurality of DASE digital television broadcast sub-streams;

a plurality of commercials designed to be broadcasted, via said sub-streams, in the form of dormant software applications;

a plurality of content keywords indicative of the commercial content of said dormant software applications, said keywords being tagged to said dormant software applications;

a plurality of viewer keywords representing an individual viewer's interests;

a plurality of generic triggers and chosen-ad triggers designed to activate said dormant applications;

a DASE set-top box for receiving said broadcast sub-streams and said viewer keywords;

a dispatching application, loaded on said DASE set-top box, for receiving said generic triggers and thereafter performing a comparison between said content keywords and said viewer keywords, said comparison being based upon a match score that said dispatching application determines from said comparison, said dispatching application thereafter selecting one of said dormant software applications, based on said comparison, to route one of said generic triggers in the form of a chosen-ad trigger,

and said dormant software application, upon receipt of said chosen-ad trigger, executing for display within a combined stream; and a display coupled to said DASE set-top box for displaying said combined stream.